## Table PP! 5: Percentage of California Children Reporting Awareness of the *Campaign's* Television Spots (Phone Sample)

Do you recall remember seeing or hearing any TV commercials that promoted aneducational program called about 5 a Day-Power Play!?

Total         40           Gender         Males         44           Females         36           Ethnicity         White         35           African American         43         43           Latino         43         43           Asian/Other         47         47           Income         47         47           ≤\$19,999         56         *           \$20,000 - \$49,999         56         *           \$20,000 - \$49,999         40         25           \$50,000         36         **           Federal Poverty Level         51         **           ≤ 185%         35         51         **           > 185%         35         51         **           Federal Poverty Level         51         **           ≤ 185%         35         51         **           No         41         44         44           Federal Poverty Level         51         **           ≤ 185%         35         51         **           **         35         **           Pood Stamps         41         46           Physical Activity         40		Aware of the Campaign's Television Spots, Percent of Children				
Males       44         Females       36         Ethnicity       35         White       35         African American       43         Latino       47         Asian/Other       47         Income       47         ≤\$19,999       40         \$20,000 - \$49,999       40         ≥\$50,000       36         Federal Poverty Level       51         ≤ 185%       35         > 185%       35         Food Stamps       41         Yes       35         No       41         Overweight Status       37         No at Risk       37         At Risk/Overweight       46         Physical Activity       38         ≥60 minutes       38         <60 minutes       43         School Breakfast       39         No       40         No       39         Nutrition Lesson       40         No       41         Exercise Lesson       42	Total	40				
Females       36         Ethnicity       White         African American       35         Latino       43         Asian/Other       47         Income       47         ≤\$19,999       56         \$20,000 - \$49,999       40         ≥\$50,000       36         Federal Poverty Level       51         ≤ 185%       35         > 185%       35         Food Stamps       41         Yes       35         No       41         Overweight Status       37         No at Risk       37         At Risk/Overweight       46         Physical Activity       38         ≥60 minutes       38         <60 minutes	Gender					
Ethnicity White African American Latino Asian/Other Income  ≤\$19,999 \$20,000 - \$49,999 ≥\$50,000 Federal Poverty Level ≤ 185% > 185% Food Stamps Yes No Overweight Status Not at Risk At Risk/Overweight Physical Activity ≥60 minutes <60 minutes School Breakfast Yes No School Lunch Yes No No School Lunch Yes No No Nutrition Lesson Yes No Exercise Lesson Yes  43  55  43  55  44  45  46  47  47  47  40  56  ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★	Males	44				
White       35         African American       43         Latino       43         Asian/Other       47         Income       45         ≤\$19,999       56         \$20,000 - \$49,999       40         ≥\$50,000       36         Federal Poverty Level       51         ≤ 185%       35         > 185%       35         Food Stamps       41         Yes       35         No       41         Overweight Status       37         No at Risk       37         At Risk/Overweight       46         Physical Activity       38         ≤60 minutes       38         <60 minutes	Females	36				
African American Latino Asian/Other  Income  ≤\$19,999 \$20,000 - \$49,999 ≥\$50,000  Federal Poverty Level ≤ 185% > 185%  Food Stamps Yes No Overweight Status Not at Risk At Risk/Overweight Physical Activity ≥60 minutes <60 minutes <60 minutes <60 minutes  Yes No School Breakfast Yes No School Lunch Yes No No Substitute Additional Service Additional Servi	Ethnicity					
Latino       43         Asian/Other       47         Income       47         ≤\$19,999       56         \$20,000 - \$49,999       40         ≥\$50,000       36         Federal Poverty Level       51         ≤ 185%       35         > 185%       35         Food Stamps       41         Yes       35         No       41         Overweight Status       37         No at Risk       37         At Risk/Overweight       46         Physical Activity       38         ≥60 minutes       38         <60 minutes		35				
Asian/Other Income  ≤\$19,999 \$20,000 - \$49,999 ≥\$50,000  Federal Poverty Level  ≤ 185% > 185%	African American	35				
Income  ≤\$19,999  \$20,000 - \$49,999  ≥\$50,000  Federal Poverty Level  ≤ 185% > 185%  Food Stamps  Yes No  Overweight Status Not at Risk At Risk/Overweight  Physical Activity ≥60 minutes <60 minutes <60 minutes <60 minutes  Yes No  School Breakfast Yes No  School Lunch Yes No  No  No  Station  Yes  Au  Au  Au  Au  Au  Au  Au  Au  Au  A	Latino	43				
≤\$19,999       \$20,000 - \$49,999         ≥\$50,000       36         Federal Poverty Level       ≤ 185%         ≤ 185%       35         > 185%       35         Food Stamps       41         Yes       35         No       41         Overweight Status       37         No at Risk       37         At Risk/Overweight       46         Physical Activity       ≥60 minutes         ≤60 minutes       38         <60 minutes	Asian/Other	47				
\$20,000 - \$49,999 ≥\$50,000  Federal Poverty Level ≤ 185% > 185%  Food Stamps Yes No Overweight Status Not at Risk At Risk/Overweight Physical Activity ≥60 minutes <60 minutes <60 minutes Yes No School Breakfast Yes No No School Lunch Yes No No Nutrition Lesson Yes  40 No Exercise Lesson Yes  41  44  45  46  47  48  49  40  40  40  40  40  40  40  40  40	Income					
≥\$50,000  Federal Poverty Level  ≤ 185% > 185%  Food Stamps Yes No Overweight Status Not at Risk At Risk/Overweight Physical Activity ≥60 minutes <60 minutes <60 minutes Yes No School Breakfast Yes No School Lunch Yes No No Nutrition Lesson Yes No A1  36  51  ***  35  ***  35  A1  41  46  Physical Activity  ≥60 minutes 38 <60 minutes 43  School Breakfast Yes No 40  School Lunch Yes A1  No No  No 41  Exercise Lesson Yes 42		56 *				
Federal Poverty Level  ≤ 185%  > 185%  Food Stamps  Yes  No  Overweight Status  Not at Risk  At Risk/Overweight  Physical Activity  ≥ 60 minutes  < 60 minutes  < 60 minutes  Yes  No  School Breakfast  Yes  No  School Lunch  Yes  No  No  No  No  No  No  No  Lurition Lesson  Yes  No  At 1  Exercise Lesson  Yes  42	\$20,000 - \$49,999	40				
≤ 185%       51       **         > 185%       35       **         Food Stamps       35       No       41         Ves       35       No       41         Overweight Status       37       44       46         Physical Activity       46       46       46         Physical Activity       38       43       43         School Breakfast       43       43       43         School Breakfast       40       40         Yes       41       41         No       39       39         Nutrition Lesson       40       41         No       41       41         Exercise Lesson       42	<u>&gt;</u> \$50,000	36				
S   185%   35   35	Federal Poverty Level					
Food Stamps       35         Yes       35         No       41         Overweight Status       37         Not at Risk       37         At Risk/Overweight       46         Physical Activity       60 minutes         ≥60 minutes       43         School Breakfast       43         Yes       39         No       40         School Lunch       41         Yes       41         No       39         Nutrition Lesson       40         No       41         Exercise Lesson       42	<u>&lt;</u> 185%	51 **				
Yes       35         No       41         Overweight Status       37         Not at Risk       37         At Risk/Overweight       46         Physical Activity       38         ≥60 minutes       43         School Breakfast       43         Yes       39         No       40         School Lunch       41         Yes       41         No       39         Nutrition Lesson       40         No       41         Exercise Lesson       42	> 185%	35				
No       41         Overweight Status       37         Not at Risk       37         At Risk/Overweight       46         Physical Activity       38         ≥60 minutes       43         School Breakfast       43         Yes       39         No       40         School Lunch       41         Yes       41         No       39         Nutrition Lesson       40         No       41         Exercise Lesson       42	Food Stamps					
Overweight Status       37         Not at Risk       37         At Risk/Overweight       46         Physical Activity       38         ≥60 minutes       43         School Breakfast       39         No       40         School Lunch       41         Yes       41         No       39         Nutrition Lesson       40         No       41         Exercise Lesson       42	Yes	35				
Not at Risk       37         At Risk/Overweight       46         Physical Activity       38         ≥60 minutes       38         <60 minutes	No	41				
At Risk/Overweight       46         Physical Activity       38         ≥60 minutes       43         School Breakfast       39         Yes       39         No       40         School Lunch       41         Yes       41         No       39         Nutrition Lesson       40         No       41         Exercise Lesson       42	Overweight Status					
Physical Activity       ≥60 minutes       38         <60 minutes	Not at Risk	37				
≥60 minutes 38 <60 minutes 43  School Breakfast Yes 39 No 40  School Lunch Yes 41 No 39  Nutrition Lesson Yes 40 No 41  Exercise Lesson Yes 42	At Risk/Overweight	46				
<60 minutes	Physical Activity					
School Breakfast       39         Yes       40         School Lunch       41         Yes       41         No       39         Nutrition Lesson       40         Yes       40         No       41         Exercise Lesson       42	>60 minutes	38				
Yes       39         No       40         School Lunch       41         Yes       41         No       39         Nutrition Lesson       40         Yes       40         No       41         Exercise Lesson       42	<60 minutes	43				
No       40         School Lunch       41         Yes       41         No       39         Nutrition Lesson       40         Yes       40         No       41         Exercise Lesson       42	School Breakfast					
School Lunch       41         Yes       41         No       39         Nutrition Lesson       40         Yes       40         No       41         Exercise Lesson       42	Yes	39				
Yes       41         No       39         Nutrition Lesson       40         Yes       40         No       41         Exercise Lesson       42	No	40				
No       39         Nutrition Lesson       40         Yes       40         No       41         Exercise Lesson       42	School Lunch					
Nutrition Lesson Yes 40 No 41 Exercise Lesson Yes 42	Yes	41				
Yes       40         No       41         Exercise Lesson       42	No	39				
No 41 Exercise Lesson Yes 42	Nutrition Lesson					
Exercise Lesson Yes 42	Yes	40				
Yes 42	No	41				
.=	Exercise Lesson	·				
No 36	Yes	42				
	No	36				

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

<sup>\*</sup> p<.05

<sup>\*\*</sup> p<.01

Table PP! 5a: Percentage of California Children Reporting Awareness of the *Campaign* Other Than Television Spots (Phone Sample)

Other than TV commercials, have you seen or heard about 5 a Day-Power Play! anywhere else?

# Aware of the *Campaign* Other than Television Spots,

	Percent of Children				
Total	24				
Gender					
Males	26				
Females	21				
Ethnicity					
White	18 **				
African American	37				
Latino	30				
Asian/Other	13				
Income					
<u>&lt;</u> \$19,999	42 **				
\$20,000 - \$49,999	19				
<u>&gt;</u> \$50,000	22				
Federal Poverty Level	<u> </u>				
<u>&lt;</u> 185%	30 *				
> 185%	20				
Food Stamps					
Yes	25				
No	24				
Overweight Status					
Not at Risk	26				
At Risk/Overweight	20				
Physical Activity					
>60 minutes	24				
<60 minutes	22				
School Breakfast					
Yes	18				
No	25				
School Lunch					
Yes	24				
No	24				
Nutrition Lesson					
Yes	20 *				
No	30				
Exercise Lesson					
Yes	22				
No	28				

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

<sup>\*</sup> p<.05

<sup>\*\*</sup> p<.01

### Table PP! 5b: Percentage of California Children Reporting Awareness of the *Campaign* (Phone Sample)

Do you recall remember seeing or hearing any TV commercials that promoted an educational program called about 5 a Day-Power Play!? Other than TV commercials, have you seen or heard about 5 a Day-Power Play! anywhere else?

	Aware of the Campaign,
	Percent of Children
Total	48
Gender	
Males	50
Females	46
Ethnicity	
White	43
African American	54
Latino	52
Asian/Other	47
Income	
<u>&lt;</u> \$19,999	57
\$20,000 - \$49,999	45
>\$50,000	48
Federal Poverty Level	
<u>&lt;</u> 185%	56 *
<u> </u>	45
Food Stamps	
Yes	39
No	49
Overweight Status	
Not at Risk	47
At Risk/Overweight	52
Physical Activity	
>60 minutes	46
<60 minutes	51
School Breakfast	
Yes	45
No	49
School Lunch	
Yes	48
No	49
Nutrition Lesson	
Yes	46
No	51
Exercise Lesson	
Yes	48
No	48
	<u>.</u>

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

<sup>\*</sup> p<.05

## Table PP! 7: Range in Number of Servings of Fruits and Vegetables Consumed by Awareness of the *Campaign's* Television Spots<sup>1</sup> (Phone Sample)

How many servings of each (fruits, vegetables, 100% juices (vegetable or fruit), salads) did your child eat/drink in this category?

Do you recall remember seeing or hearing any TV commercials that promoted an educational program-called about 5 a Day-Power Play!?

		Servings of Fruits and Vegetables, Percent of Children				
		<b>0</b> <sup>2</sup>	1-2	3-4	5+	
Total	Percent	6	29	41	24	
Aware of the <i>Campaign's</i> Television Spots						
Yes	40	5	25	45	24	
No	60	7	32	37	24	

<sup>&</sup>lt;sup>1</sup> Not aware includes those reporting "no" and "don't know."

Rows may not add up to 100% due to rounding.

<sup>&</sup>lt;sup>2</sup> Categorized as having 0.5 servings or less.

### Table 7a: Range in Number of Servings of Fruits and Vegetables Consumed by Awareness of the *Campaign*<sup>1</sup> (Phone Sample)

How many servings of each (fruits, vegetables, 100% juices (vegetable or fruit), salads) did your child eat/drink in this category?

Do you recall remember seeing or hearing any TV commercials—that promoted an educational program—called about 5 a Day-Power Play!?

Other than TV commercials, have you seen or heard about 5 a Day-Power Play! anywhere else?

		Servings of Fruits and Vegetables, Percent of Children				
		0 <sup>2</sup>	1-2	3-4	5+	
Total	Percent	6	29	41	24	
Aware of the Campaign						
Yes	48	5	28	44	23	
No	52	7	30	38	25	

<sup>&</sup>lt;sup>1</sup> Not aware includes those reporting "no" and "don't know."

Rows may not add up to 100% due to rounding.

<sup>&</sup>lt;sup>2</sup> Categorized as having 0.5 servings or less.

Table PP! 8: Belief About the Number of Servings of Fruits and Vegetables Needed for Good Health by Awareness of the *Campaign's* Television Spots<sup>1</sup> (Phone Sample)

How many total servings of fruits, fruit juice, and vegetables or salads do you think you should eat every day for good health?

Do you recall remember seeing or hearing any TV commercials that promoted an educational program-called about 5 a Day-Power Play!?

		Servings of Fruits and Vegetables Believed Needed <sup>2</sup> , Percent of Children				
		1-2	3-4	5+		
Total	Percent	13	32	55		
Aware of the <i>Campaign's</i> Television Spots						
Yes	40	7	29	64	**	
No	60	18	34	49		

<sup>&</sup>lt;sup>1</sup> Not aware includes those reporting "no" and "don't know."

Rows may not add up to 100% due to rounding.

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

\*\* p<.01

<sup>&</sup>lt;sup>2</sup> Excludes those reporting "don't know."

Table PP! 8a: Belief About the Number of Servings of Fruits and Vegetables Needed for Good Health by Awareness of the Campaign<sup>1</sup> (Phone Sample)

How many total servings of fruits, fruit juice, and vegetables or salads do you think you should eat every day for good health?

Do you recall remember seeing or hearing any TV commercials that promoted an educational program-called about 5 a Day-Power Play!?

Other than TV commercials, have you seen or heard about 5 a Day-Power Play! anywhere else?

		Servings of Fruits and Vegetables Believed Needed <sup>2</sup> , Percent of Children				
		1-2	3-4	5+		
Total	Percent	13	32	55		
Aware of the Campaign						
Yes	48	7	30	63	**	
No	52	19	34	48		

<sup>&</sup>lt;sup>1</sup> Not aware includes those reporting "no" and "don't know."

Rows may not add up to 100% due to rounding.

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

\*\* p<.01

<sup>&</sup>lt;sup>2</sup> Excludes those reporting "don't know."